

# SELLING points

March 2011 Vol. 11, No. 9

MONTHLY RETAILER NEWSLETTER

PlayResponsiblySC.com



LAMAR



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

**IN THIS ISSUE: Million Dollar Sales Club members announced.**





Dear Lottery Retailers:

Every year, the Lottery recognizes March as “Play Responsibly Month.” While the concept of playing responsibly is spotlighted in March, responsible play is important year-round. We do want players to enjoy our games. However, when a player is unable to stop playing the Lottery, it becomes a serious problem. Fortunately, there are resources individuals may turn to for help. The Lottery has its own website, [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com), which outlines the warning signs of problem gambling and provides information on where troubled players can seek assistance.

The Department of Alcohol and Other Drug Abuse Services (DAODAS) is another lifeline for players with problematic gambling habits. DAODAS manages a toll-free S.C. Gambling Helpline at 1-877-452-5155. The hotline is answered 24 hours a day, seven days a week by trained counselors who can assist players in finding treatment options available locally. The General Assembly has appropriated \$2.5 million in lottery proceeds to assist DAODAS in their efforts to help problem gamblers and their families. All of this information is also available for your customers in the **Play Responsibly Brochure** located in your green play station.

Thank you for continuing to support the Lottery’s efforts to encourage responsible play. While the Lottery’s games are a fun source of entertainment, we have a moral obligation to explain that our products are simply games of chance and not a road to financial security. When lottery play becomes a destructive habit, the Lottery wants to ensure its players know where to turn for help. Together, let’s try to make “Play Responsibly Month” last all year long!



All my best,  
  
**Paula Harper Bethea**  
Executive Director  
South Carolina Education Lottery

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

## Welcome to Selling Points

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

### Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

### Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing/Extra Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



### RETAILER SPOTLIGHT

## SHIV MART #2 Lugoff, SC

By **Susana Beatty, Midlands MSR**

Kevin and Rita Patel, of **Shiv Mart #2** in **Lugoff**, are owners of one of the top selling lottery retailers in Kershaw County.

Kevin, Rita, Melissa and Biiona’s motto is simple: GIVE THE PEOPLE WHAT THEY WANT.

**Shiv Mart #2’s** staff greets all of their customers by name and with a smile. Everyone keeps abreast of current lottery information regarding games and promotions.

Kevin believes that if he and his staff are well informed and up-to-date on what is going on with lottery products and promotions then **Shiv Mart #2’s** players will become knowledgeable as well. Keeping his customers happy and in the loop is one reason he has such a loyal customer base.

**Shiv Mart #2’s** customers know which new tickets are coming out and when they go on sale, as well as when second-chance promotions are set to launch. Staff also encourages players to enter CleanSweep® for a second-chance to win on a non-winning ticket.



Rita and Kevin Patel, owners of Shiv Mart #2, went the extra mile this summer when they gave away a flat screen TV to one of their lottery customers.

To celebrate the holiday season, Kevin and Rita wanted to show their customers just how much they appreciate their business by inviting Susana, their sales representative, and Lauren, from promotions, to host a Wheel Spin. **Shiv Mart #2** gave away a Flat Screen TV in a second-chance drawing. The staff and customers had a great time, and in the end, THEY GAVE THE CUSTOMERS WHAT THEY WANTED.

Thanks, **Shiv Mart #2**, for all you do for your customers.

### Selling Points

*“Treat your customers with respect, and they will always come back to your store.”*

- **Kevin Patel**  
Owner Shiv Mart #2



Clerks Wendy Stowe and Tammy Camp of **Gasland USA #8** in **Blacksburg** can’t wait to see a new Camaro® pull in for a fill up. One of the store’s customers won a Camaro® playing the Lottery’s Camaro® instant ticket. Gasland #8 received \$530 for selling the winning ticket.



Ron and Shannon at **Breakers #18** in **Greenville** invited the Lottery to hold a promotion to celebrate selling a \$100,000 winning Palmetto Cash 5 ticket. Palmetto Cash 5 was a hot seller that day!



Sahil Sheikh, Yasin Vahora and Nick Patel at **Raceway #846** in **West Columbia** sold a HOT HOT HOT instant ticket worth \$200,000. All were happy to pose for the photo commemorating the occasion.





# Winners

# Rewards

# Teamwork

# Promotions

**YOU** are the reason the South Carolina Education Lottery has been a success. While every retailer cannot be recognized in this issue, we appreciate the diligence and hard work each and every one of you exhibits selling lottery tickets. Individually, each ticket sold may not appear to make a difference, but working together, we have accomplished great things.

Over the last nine years, the right mix of winners, rewards, teamwork and promotions has led us to where we are today.

You all have greeted your fair share of excited winners, and many of you have displayed a "WE SOLD A WINNING TICKET" winner's board in your store for customers to see and respond to. Pictured above is Lisa Charles from the **Piggly Wiggly #86** in **Lexington**. Charles was delighted to display her store's poster. Like many of you, she knows winners are a key ingredient to our shared success.

Your success has been rewarded. There is a 7 percent sales commission on every ticket sold and a 1 percent retailer

commission earned on redeemed winning tickets of \$10,000 or more. The retailer commission is capped at \$50,000. Sangetta Wankhede and Jayesh Parikh of **Carolina Corner** in **West Columbia** were overjoyed when they were presented with an oversized check for \$2,000.

It also takes teamwork to make the sale--just ask Renita Dsouza and Rachel Hamrick of **Eagles** in **Greenville**. Working together this past summer, the pair hosted a successful lottery promotion by asking for the sale. Everyone present had a blast watching the prize wheel spin.

The wheel was also spinning at **Shive Food Mart** in **Jacksonboro**. Vincent, the manager, and Tyrone, the owner, rolled out the welcome wagon when the promotions team paid a visit. Promotions are a great way to treat your existing players and get new players interested. If you've never hosted a promotion, consider doing so in 2011.

Like these retailers have experienced, a commitment to winners, rewards, teamwork and promotions will boost your sales too.

## 2010

### BY THE NUMBERS

**C**alendar Year 2010 was a great year to be a lottery retailer. Your continued dedication and support has not gone unnoticed.

Since the Lottery's inception in 2002, the General Assembly has appropriated more than \$2.5 billion for educational purposes through fiscal year 2011.

**The numbers tell the story.**

Approximately **3,860** retailers at the end of FY 2009-10

**\$1.003** billion in 2010 Calendar Year sales

**\$70** million in retailer commissions

**36** retailers are Million Dollar Sales Club members. To the right is a listing of the Million Dollar Sales Club for retailers with sales of more than \$1 million in Calendar Year 2010.

## Top 10 RETAILERS BY REGION

### UPSTATE

Business Name	City
JD Super Center	Fort Mill
Garden Spot #4	Taylors
Miller Produce & Farm	Fort Mill
Quick Pantry #16	Greenwood
Mini Mart	York
Quick Pantry #26	Greenwood
Herlong BP	Rock Hill
Circle K Stores #5116	Fort Mill
K Won Mart	Fort Mill
Brothers Fast Stop	Cross Hill

### MIDLANDS

Business Name	City
Jimmy's Mart	Columbia
Persimmon Hill	Sumter
Quick Pantry #7	Orangeburg
Short Stop	Orangeburg
Dusty Bend Discount Bev.	Camden
Quick Pantry #1	St. Matthews
Quick Pantry #21	Orangeburg
Mo Conv. and Tobacco	Aiken
Quick Pantry #5	Orangeburg
Simba Express #1	Columbia

### COASTAL

Business Name	City
Food Mart #1	Charleston
Sky Mart/BP	Charleston
In N Out Conv. Store	Charleston
Port Royal BP	Port Royal
Stop N Go	North Charleston
Kaival Plaza	St. Helena Island
Sunhouse Petroleum #3	Beaufort
Amoco Food Shop	Beaufort
Big T's LLC	Goose Creek
Shell Quick Mart	Georgetown

Business Name	City	Total Sales
1. Food Mart #1	Charleston	\$3,108,594.00
2. JD Super Center	Fort Mill	\$2,366,215.00
3. Sky Mart/BP	Charleston	\$1,980,713.00
4. Jimmy's Mart	Columbia	\$1,890,191.50
5. Persimmon Hill	Sumter	\$1,834,725.00
6. In N Out Conv. Store	Charleston	\$1,737,466.00
7. Garden Spot #4	Taylors	\$1,708,681.00
8. Miller Produce & Farm	Fort Mill	\$1,537,445.50
9. Quick Pantry #7	Orangeburg	\$1,463,909.00
10. Port Royal BP	Port Royal	\$1,449,616.50
11. Short Stop	Orangeburg	\$1,379,776.50
12. Dusty Bend Discount Bev	Camden	\$1,353,114.50
13. Stop N Go	North Charleston	\$1,327,059.50
14. Quick Pantry #1	St. Matthews	\$1,316,191.50
15. Quick Pantry #21	Orangeburg	\$1,315,313.00
16. Mo Conv. and Tobacco	Aiken	\$1,302,066.50
17. Kaival Plaza	St. Helena Island	\$1,293,995.50
18. Quick Pantry #5	Orangeburg	\$1,278,023.50
19. Quick Pantry #16	Greenwood	\$1,266,056.00
20. Sunhouse Petroleum #3	Beaufort	\$1,260,806.00
21. Amoco Food Shop	Beaufort	\$1,258,075.00
22. Big T's LLC	Goose Creek	\$1,241,700.50
23. Shell Quick Mart	Georgetown	\$1,239,998.00
24. Fuel Express	North Charleston	\$1,238,056.00
25. Simba Express #1	Columbia	\$1,227,750.50
26. V Go Food Mart	Holly Hill	\$1,224,448.50
27. Abhi Enterprises	Florence	\$1,219,972.50
28. Mini Mart	York	\$1,182,065.00
29. Short Trip 2	Manning	\$1,170,327.50
30. Quick Pantry #9	North Charleston	\$1,167,159.50
31. 3-Way Food Mart #5	Aiken	\$1,138,705.00
32. Sams Mart	Quinby	\$1,105,828.00
33. White Pond Food N Bev.	Elgin	\$1,081,416.00
34. Gas Express	Columbia	\$1,063,541.00
35. Am Pm Food Mart	Columbia	\$1,050,766.50
36. Quick Stop	Ravenel	\$1,015,318.00

Calendar Year 2010

Million Dollar Sales Club



# Retailer Alert

Do NOT pay winning tickets (instant and online) for more than \$500. It is a violation of your retailer contract to do so and your lottery license can be revoked. Retailers MUST cash prizes up to and including \$500.

## Crazy 8's Add-A-Play

Remind your players to play **Crazy 8's Add-A-Play** with any Pick 3, Pick 4 or Palmetto Cash 5 ticket purchase. Playing Crazy 8's is easy! In each play area, find an "8" symbol and win the prize shown below it. Each **Crazy 8's Add-A-Play** costs \$1 and players can instantly win prizes from \$2 up to \$500!

## Bass Pro Shops® Events

**Friday, March 25 - Sunday, March 27:** SCEL will be selling tickets and holding wheel spins at the Palmetto Sportsmen's Classic in Columbia at the Fair Grounds.

**Bass Pro Shops® Second-Chance Promotion Wednesday, March 30:** Deadline for receiving entries for the first (1 of 3) drawing. This drawing will award two Adventure Trip winners and 250 Bass Pro Shops® Gift Card winners.



# PLAY RESPONSIBLY MONTH

By Paulette Parker-Smith  
Play Responsibly Communications Coordinator

Problem gambling is an issue not easily identifiable by others. You cannot spot problem gamblers just by looking at them. Gambling addiction is sometimes called the "Hidden Addiction." Problem gamblers even deny having a problem to themselves.

The South Carolina Education Lottery is committed to raising awareness that problem gambling is treatable and publicizing the resources available for assistance, but we can't do it alone. As a retailer, you have close contact and may see warning signs in a lottery customer. Do your part by ensuring your store has an adequate supply of Play Responsibly materials. Keep the odds of our games clearly visible for your players to see and help them with any questions they might have.

The **Play Responsibly Brochures**, which are located at every play station, are a convenient and informal way to provide information to your customers. The brochure provides a wealth of information on the warning signs of problem gambling, responsible gambling guidelines and information to assist spouses, family members and friends of problem gamblers. The brochure lists the types and kinds of treatment services available.

Local and national resources are also included in the **Play Responsibly Brochure**. The S.C. Gambling Helpline is a local resource managed by the Department of Alcohol and Other Drug Abuse Services DAODAS). A gambling counselor is available by phone 24 hours a day, seven days a week to provide advice and information, referral to individual, family or group counseling with a local agency or direction to a Gamblers Anonymous meeting in the caller's community. Making the call to the Helpline is a good first step for a problem gambler seeking assistance.

An additional educational tool is the PlayResponsiblySC.com website managed by the Lottery with input from DAODAS. The website provides information and resources to the public in a more detailed and private manner and allows users contact with a gambling counselor via email.

March is Play Responsibly month, but playing responsibly should happen every day.

The Lottery is committed to increasing public awareness of problem gambling and the treatment services available. The billboard featured is one way the message is spread. You share the Play Responsibly message when you offer players who approach you a **Play Responsibly Brochure**. PlayResponsiblySC.com is an additional resource. Thank you for everything you do to facilitate responsible play.



For live 24-hour assistance in S.C...

South Carolina  
**DAODAS**  
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155

National gambling services available...

NC PG | National Council  
on Problem Gambling

1-800-522-4700



# UPCOMING games

The following games are scheduled to launch Tuesday, March 1, 2011:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

## TICKET alerts\*

Tuesday, March 1, 2011: Last day to redeem Wild 10's (#408).

Tuesday, March 8, 2011: Last day to redeem \$40,000 Cash (#358) and 5X The Money (#409).

Wednesday, March 9, 2011: Last day to sell Money Talks (#408).

Tuesday, March 15, 2011: Last day to redeem Win It All (#393) and Hot Hot Hot (#414).

Wednesday, March 16, 2011: Last day to sell Weekly Bonus (#313), Triple Win (#391) and Fast Cash (#396).

Tuesday, March 22, 2011: Last day to redeem Tripler (#389).

Wednesday, March 23, 2011: Last day to sell Cash Frenzy (#407).

Tuesday, March 29, 2011: Last day to redeem Triple Bingo (#402).

# ENDING games\*

Please start selling down the following:

SC-405 Money Talks

Last day to sell:  
Wednesday, March 9, 2011

Last day to return:  
Friday, April 8, 2011

Last day to redeem:  
Tuesday, June 7, 2011

SC-313 Weekly Bonus  
SC-391 Triple Win  
SC-396 Fast Cash

Last day to sell:  
Wednesday, March 16, 2011

Last day to return:  
Friday, April 15, 2011

Last day to redeem:  
Tuesday, June 14, 2011

SC-407 Cash Frenzy

Last day to sell:  
Wednesday, March 23, 2011

Last day to return:  
Friday, April 22, 2011

Last day to redeem:  
Tuesday, June 21, 2011

\* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Monday, January 31, 2011.